



Social Media and Communications Intern

General Position Summary

The Social Media Intern will be responsible for managing MCASAC's social media accounts, including Facebook, Instagram, and Twitter. They will also be responsible for researching trends and developing social media strategies. In addition, the Social Media Intern will assist in gathering content such as photos, videos, and stories, and using it for social media as well as importing into Chameleon.

The Social Media Intern will be able to work at minimum 15 hours per week (preferably more). They will often work from MCASAC but may also be working at different hours remotely, posting on social media from their own personal devices. Position reports to Community Outreach Coordinator and Volunteer Coordinator.

Main Responsibilities:

- Post on social media platforms (Facebook, Instagram, Twitter) daily (or as recommended)
- Research trends and create strategies for social media growth
- Respond to all social media feedback in a professional and helpful way
- Work with staff and volunteers to gather meaningful, high quality, and exciting content
- Maintain and organize a database/log of content for future use
- Regularly upload photos from volunteer photo teams into Chameleon and Flickr, and print new kennel cards with the updated photos
- Assist with special projects as needed, including press releases, media requests, reports, or other documents
- Assist with continuing to implement the overall "brand" of MCASAC in all of its written and visual resources, and to foster a good relationship between MCASAC and the public
- Maintain an events calendar
- Assist with other tasks as needed

Specific Job Skills:

- Experience with social media platforms, including Facebook, Instagram, Twitter, Youtube, and Flickr
- Ability to learn MCASAC's brand, "voice" and tone quickly, and represent MCASAC appropriately in all communications
- Provide great customer service and respond professionally to criticisms, negative feedback, or inappropriate responses from the public
- Creativity in designing posts and new post types that will engage the public
- Strong written and verbal communication skills
- High drive and motivation to learn, grow, and work hard in a fast-paced environment where deadlines come up quickly
- Ability to handle multiple tasks responsibly and effectively without consistent direct oversight
- Ability to monitor social media accounts regularly and answer questions from the public throughout the day/week
- Demonstrate affection for animals, concern for their welfare, and a willingness to accommodate animals in the work place
- Organization and interest in designing and implementing strategies
- Outgoing, patient, professional, and able to work well with a variety of people

Interested applicants should email MCASAC Volunteer Coordinator at volunteermcasac@montgomerycountymd.gov.